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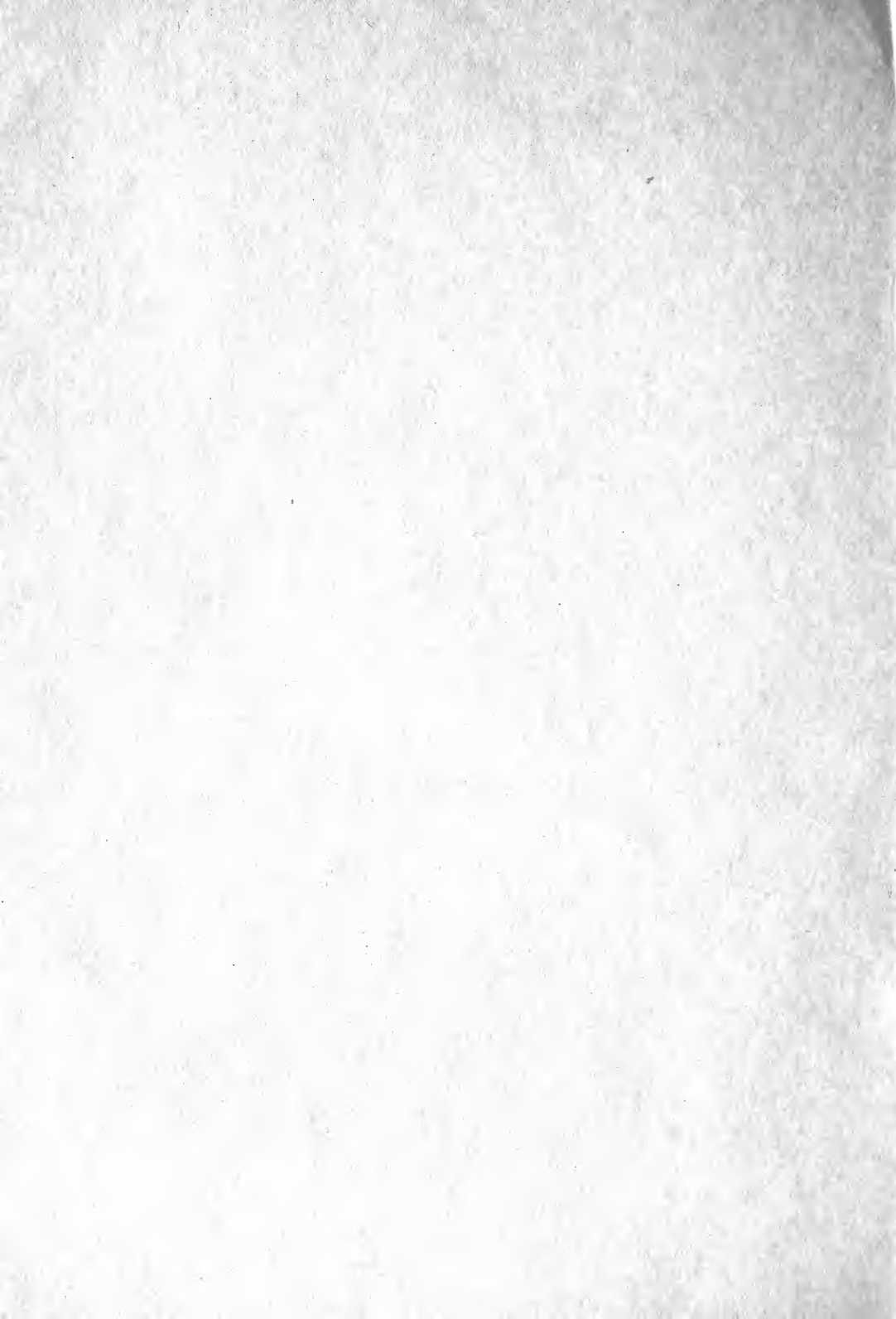
FEB 14 1925

WM. F. JOST

Dahlias

EAST HAVEN, CONN.

1925



WM. F. JOST
DAHLIA GROWER
AND
ORIGINATOR

1925

GOLD MEDAL
New York, 1921
For New Cactus
BRONZE MEDAL
New Haven, 1922



W. W. Darnell
SILVER CUP
for "Maulmain,"
Best Keeping Cut
Flower

EAST HAVEN, CONN.

To My Patrons and Friends

I take pleasure in presenting to my many customers and friends, this catalog of dahlias which comprises varieties of my own introduction and the cream of other raisers.

I also take this opportunity of thanking my good friends for their past favors.

I have every confidence in highly recommending my own introductions, stock of some varieties is rather limited, when my stock of tubers is sold out I will supply green plants, if desired.

TERMS: Prices are for divided field grown roots or green plants, either will give equally good results; in fact, *green plants* are preferred by experienced growers.

Cash must accompany all orders from unknown correspondents.

Remittance should be made by Money Order, Bank Draft or Express Money Order.

Shipping — In filling out your order always give *Shipping Directions*, and write *Name* and *Address distinctly*.

Non-Warranty — I guarantee all roots and plants to be healthy and true to name, but will not be in any way responsible for the crop.

Stock of some varieties is low, so early orders are advisable.

No substitution unless directed.

This list cancels all previous prices.

CATALOG OF DAHLIAS

KEY

"Cac" Cactus
 "S" Show
 "P" Peony

"Dec" Decorative
 "H. C." Hybrid Cactus
 "*" Jost

ALICE UNGER. Dec. Large flowers, freely produced, colored deep amber shading to a yellow, a good variety for garden or exhibition.
 Tubers \$1.00

ABUNDANCE. Dec. * White, with a suffusion of delicate pale pink, distinctly striped yellow, the reverse petals of a lovely pink, make this an unusually attractive variety, and an ideal cut flower....Tubers \$1.00
 Plants .50

AMBASSADOR C. Cac. The floral sensation of Los Angeles; the color is soft yellow buff, shaded salmon-pink: flowers of pleasing form, and enormous size, the splendid flowers are held erect well above the foliage on the strongest stems I have ever seen on a Cactus Dahlia; nothing better has ever been produced than this American type of Cactus Dahlia.....Tubers \$3.00
 Plants 2.00

ALEX WALDIE. Dec. The coloring of this immense beautiful dahlia is a creamy ground overlaid with delicate salmon pink. The flowers are held high above the foliage on long strong stems. A most popular variety.....Tubers \$2.00
 Plants 1.00

BALLET GIRL. Cac. The highest English type of cactus, but with a better stem than most of those imported. A bush will contain such a variety of blooms that it is no fun to describe it. The biggest percentage of the flowers are orange with a white edge, but there are pure orange blooms, white flowers shading to orange, white flowers, edged orange and other variations all on the same bush. All are beautiful and very large. The stem with us was fair and the flower attracted much favorable notice. Free flowering and excellent centre to the end of the season.....Plants \$.75

BERTHA JOST. Dec. * Base deep sulphur. Outer petals blended with peach pink, the centre tinted with burnt orange. A very handsome free-flowering large dahlia, carried on long stiff stems.....Tubers \$5.00
 Plants 2.50

BURMA. P. A beautiful lilac rose in color, having great big loose petals with a slight twist in them that makes it very attractive, and a free bloomer.....Plants \$1.00

- BEN WILSON. Dec. Of perfect form, bright red faintly striped with gold, very distinct and attractive, free flowering.....Plants *only*, \$1.00
- BONNIE BRAE. Dec. Cream, shaded blush pink; the flowers are of true decorative form and immense in size, but not suitable for cutting, as the enormous flowers are apt to be too heavy for the stem.
Tubers \$1.00
Plants .75
- BOSTON WHITE. Dec. One of the best whites, a fine flower on strong stems.....Plants \$1.50
- CAMBRIA. Dec. One of the finest decorative dahlias yet produced, unusually large and perfectly formed flowers, exceptionally free flowering, carried on stiff erect stems, of an exquisite shade of soft rose-pink passing to a lighter pink towards the center.....Plants \$1.00
- CHARM. Dec. Burnt amber, shading to yellow.....Plants \$1.50
- CHAMPAGNE. Dec. Chamois with pink suffusion, very large handsome flower on good stems.....Plants \$1.50
- DAKOTA. Dec. Enormous flowers standing erect on strong, stout stems, facing the garden boldly. The color may be described as being the shade of flame; it is a powerful flower, distinct and a prize-winner. Vigorous grower in the extreme and a very free bloomer....Tubers \$1.50
Plants 1.00
- DARK EYE. Flesh pink with dark lavender center.....Plants \$1.00
- DOROTHY DURNBAUGH. Cac. A most attractive shade of deep rich pink, flowers are immense in size; of fine form and habit, with strong stems that hold up well; one of the best cactus dahlias in cultivation, fine for cutting. Strong field grown tubers.....Plants \$1.00
- EDITH CAVELL. Dec. Flowers carried on long stiff stems, perfectly formed, of pleasing flame color shading to a reddish buff on the outer petals, splendid for garden decoration.....Plants \$.50
- EARL WILLIAMS. Dec. A large scarlet, with white well distributed; with us it comes more red than white. Blooms are very erect, on good stiff stems. There is a big demand for this variety.....Tubers \$1.00
- ETHEL MOWER. Dec. * Fine large flower, exceptionally good grower and very free, an exquisite shade of shell pink, carried on long stiff stems. There is a big demand for this variety.....Tubers \$2.50
Plants 1.50
- ELDORADO. Dec. Size, stem and color of this variety are of the best. Picture a comparatively low growing bush with immense golden-yellow blooms which stand up and look you in the face, and you have Eldorado. A strong feature of this beauty is the depth of the flower which corresponds with the size, a splendid dahlia in every way.
Plants \$5.00

- F. W. FELLOWS. Cac. One of the very best cactus varieties ever raised, with flowers of unusual size for the long narrow petaled type of which this is one of the best representatives. In color it is an intense coral red with deeper suffusion at the center; no collection of dahlias is complete without it.....Tubers \$1.00
Plants .75
- GOLDWYN. Cac. * This variety was awarded the Gold Medal by The American Dahlia Society at their New York Show 1921. All visitors to my garden have been loud in their praise regarding this variety, large well formed flowers of the highest type of English cactus, but with a stronger stem than any other cactus of its type. In color an exquisite blending of cream and pink being unusual in any other true cactus variety I can recall.....Tubers \$3.00
Plants 1.50
- GEORGE WALTERS. H. C. An enormous hybrid cactus. The color is pinkish salmon shading to yellow at the base. Plants are strong growers and have every good habit. I can highly recommend this variety.....Plants \$.75
- GLORY OF NEW HAVEN. Large flowers with beautiful broad twisting petals, which make this variety unusually attractive; the flower is a clear lavender, pink distinctly veined deeper lavender, produced on long, stiff stems; an ideal cut flower.....Tubers \$2.00
Plants 1.00
- HAZEL WELTON. Dec. * A variety very much admired by all visitors this year, some describing it henna, certainly a most unusual color and difficult to describe, a suffusion of deepest bronze and brick red with a silvery sheen, flowers carried on stiff wiry stems, and freely produced, this variety is sure to become popular.....Tubers \$2.00
Plants 1.00
- HORTULANUS FIET. Dec. Large flowers of an exquisite shade of salmon pink, shading to yellow in the center.....Plants \$.75
- INSULINDA. Dec. One of the finest decorative dahlias. Extra large on long stiff stems. A good bloomer and strong grower. A dahlia everybody should grow. It is a rich golden orange. Extra fine.
Tubers \$1.50
Plants .75
- J. J. McQUIGGAN. Dec. * A good grower, producing unusually large flowers of a deep sulphur yellow, carried on long stiff stems, very free flowering.....Plants \$1.00
- JUDGE MAREAN. Dec. A most attractive decorative dahlia, perfectly formed flower, carried on stiff stems, of a striking shade of old rose, the entire flower suffused with a delicate tinge of pink shading to yellow towards the centre, the margin of each petal distinctly tipped with yellow, a most striking combination of color.....Plants \$1.00

JOSEPHINE MENDILLO. H. C. * Well formed flower of medium size carried on long stiff stems, color an intense velvety red, considered by many growers as being the best red hybrid cactus to date. Without doubt the ideal red dahlia for cut flowers. What the *Garden Magazine* says of this dahlia: "A brilliant red hybrid cactus that seems to be an improvement on Kalif. This flower has fine substance, is a good keeper and for those who want a new commercial red, it is ideal". Tubers \$2.00
Plants 1.00

JERSEY'S BEAUTY. The most distinctive new dahlia shown in the East and the finest pink dahlia in existence, a real rose pink of excellent conformation and borne on a wonderful stem.....Tubers \$10.00
Plants 5.00

KATHERINE LYONS. Dec. * Large well formed flowers carried on long stiff stems, a pleasing shade of cream suffused with an exquisite shade of salmon rose, very free flowering. What the *Garden Magazine* says of this dahlia: "This is not a 1924 introduction but for the first time was shown in good form. The color is clear salmon rose flushed with silver and orange shadings. The flowers are of fine form and substance. Altogether it has the qualities to make it a popular variety." Tubers \$5.00
Plants 2.50

LUCIFER. Dec. * An intense velvety red shading to a lighter red on the outside petals, the flowers are of large size, on good stiff stems, and produced very freely.....Tubers \$3.00
Plants 1.50

MANDALAY. H. C. * Yellow ground overlaid with coppery bronze, most delicate lavender pink color with white suffusion. One of the best making the flower unusually attractive; very free flowering. This dahlia won first prize wherever exhibited in open competition. What the *Garden Magazine* says of this dahlia: "A butterfly-like hybrid cactus of tawny gold shading to amber at the center, with a reflex of bronze brown. Excellent stems. A gem for real beauty." Tubers \$3.00
Plants 1.50

MARION McCREEDY. Dec. * Large flowers of perfect form of an intense velvety crimson shading to a carmine red towards the outer petals, exceptionally good growers, and very free flowering. Tubers \$5.00
Plants 2.50

MAURICE FULD. Dec. Beautiful pink, wavy and twisting petals. Fine for cutting and exhibition. This dahlia has the finest stems and very free flowering.....Plants \$1.00

- MARION McQUIGGAN. Dec. * A variety, on account of its brilliant color, fine form, and remarkable free flowering habit, is bound to become popular, both as a cut flower and for garden decoration, its color is a rich Oriental red with a deep velvety sheen.....Tubers \$1.50
Plants 1.00
- MAULMAIN. H. C. * An ideal variety either for garden decoration or exhibition, medium sized flowers carried on exceptionally long stems, center petals clear yellow passing to an exquisite shade of salmon buff, an unusual and attractive combination of color, and a fine keeper when cut. This dahlia won the W. W. Darnell Silver Cup for best keeping cut flower.....Tubers \$2.00
Plants 1.00
- MRS. WARNAAR. H. C. Creamy white, with suffusion of flesh pink, a most exquisite flower, very free flowering and fine for cutting.
Tubers \$1.00
Plants .75
- MRS. A. R. GALLATIN. P. Soft shade of yellow, suffused light red, good stems and very free flowering, a fine flower.....Tubers \$1.00
Plants .75
- MRS. E. C. BOSTON. Dec. The very best white decorative, for it is good in any climate and does not burn in the sunshine. Large regularly formed flower of great depth which holds its center to the end of the season. Best stem and good for any purpose.....Plants *only* \$1.00
- MRS. JOHN L. EMERSON. Dec. Flowers of large size, well formed, of a pleasing combination of red and gold, the petals distinctly edged and striped with gold, a most attractive variety and ideal for garden decoration.....Tubers \$1.00
- MRS. WM. J. ROWE. Dec. Very large flowers, freely produced, in color a delicate amber shading to clear yellow, a most useful variety for garden or exhibition purposes.....Tubers \$1.00
Plants .75
- MRS. NIXON. Cac. Fine large flower, deep coral pink shading to a lighter pink toward the center, carried on long wiry, stems, an ideal variety.
Plants \$1.00
- MRS. HERMAN METZ. Dec. Large well formed flowers carried on long stiff stems of an exquisite shade of coppery bronze suffused with red and bronze, making an unusually attractive variety, good grower and very free flowering.....Plants \$1.00
- MRS. G. E. BEMISTER. D. A very beautiful flesh color....Tubers \$2.00
- MRS. CARL SALBACH. Dec. Lavender pink in color and showing up well in the garden, as the immense blooms are held erect on long, especially good strong stems. This wonderful dahlia is in great demand as it has all the good points of a first class dahlia. A prize winner wherever shown.....Plants \$1.00

- MRS. I. de VER WARNER. Dec. One of Judge Marean's best creations. Very large, beautiful flowers of fine form. Color a rosy mauve. Stems very long and rigid. A splendid exhibition variety.....Plants \$2.00
- MRS. MARY L. LOCKE. Dec. Very large fine flower, cream and pale yellow in color.....Tubers \$2.00
Plants 2.00
- MISS BAY STATE. Dec. An extremely large creamy white, profuse bloomer on good stems.....Tubers \$1.50
Plants 1.00
- MEPHISTOPHELES. Dec. Rich ruby-red with golden-yellow tips. The variety is magnificent in every way; of largest size, attractive formation and unique coloring.....Plants \$1.50
- MILDRED BURTON. P. An extremely large flower composed of many curled and twisted petals. The color is deep golden yellow with apricot suffusions.....Plants \$1.00
- MRS. E. P. JUDD. Dec. Carmine and rose suffused with cream, a very large handsome flower carried on a good strong stem. If you want the largest dahlia, get this one.....Tubers \$3.00
Plants 1.50
- MRS. JOHN L. GARDNER. H. C. Red with pure white tips; never has sported; winner of the Trenton Dahlia Society's silver medal for 1922, gold medal for best 3 year old, 1923.....Plants \$2.00
- MR. CROWLEY. Dec. A beautiful flower, outer petals a watermelon pink, center cream.....Tubers \$2.00
Plants 1.00
- NAZARENO. Dec. A beautiful new dahlia that is bound to become popular, for it has so many good qualities, a free bloomer, large flowers on long stiff stems, a perfect keeper when cut, as a color it is the nearest thing to a purple that I know of, and was a big attraction at the N. Y. Show where it looked just as good the last day of the show as it did when cut four days before. This Dahlia was originated by Mr. Herman Rindfleisch of Mamaroneck, N. Y., a perfect type Decorative making fine clumps or roots from either plants or tubers.
Tubers \$5.00
Plants 2.50
- PANTHEON. Dec. * An exquisite shade of pink, the same shade as that well known pink show, A. D. Lavoni; a perfect decorative in every way, fine long stiff stems, and one of the best exhibition varieties.
Plants \$1.50
- PEARL WHITE. Dec. * An ideal white dahlia for cut flowers, medium size, of perfect form, white with a suffusion of pale flesh pink, very free flowering.....Tubers \$1.00
Plants .75

- PEARL DELYON. H. C. White, with cleft petals.....Plants \$3.35
- PIERROTT. Cac. Deep amber, boldly tipped white. An exceptionally large and striking variety.....Plants \$5.00
- PRINCESS PAT. Dec. The color of this decorative is a beautiful shade of old rose, deepening toward center. The blossoms are very large and perfect, the stems extra long and straight. A consistent prize winner.....Plants 1.00
- PRESIDENT WILSON. Dec. Large deep velvety red, the points of the petals tipped white making this a most attractive variety, very free flowering and splendid for garden decoration, the best fancy decorative grown.....Plants \$1.00
- PATRICK O'MARA. Dec. A fine, large, stiff stem variety of an unusually soft and pleasing shade of orange buff slightly tinged Neyron rose. A rare Autumn shade which will be in demand particularly as a cut flower variety.....Plants \$1.00
- PETITE MARIE. Dec. A fine rose pink lovely shaped flower, petals loosely formed making it look so much like a water lily that one misses the odor that the water lily has.....Tubers \$1.50
Plants 1.00
- PAUL MICHAEL. Dec. Incorrectly named California Gold. An immense flower of bright apricot and bronze shadings. Good stems and unexcelled for exhibition. It belongs in the Largest Dahlia class, having won that prize three times in this vicinity in the last two years.
Tubers \$2.00
Plants 1.00
- ROOKWOOD. Dec. This dahlia is of an entirely new shade of rose, similar to the Mrs. Chas. Russell rose, pure bright cerise rose, without the faintest touch of magenta, and is as beautiful under artificial light as the Russell rose. Flowers are large, with a good depth, and are held aloft on splendid stems. The bushes grow low and spreading and are always a mass of blooms.....Tubers \$2.50
Plants 1.50
- ROSE NELL. Dec. Clear bright rose color, flowers very large, fine for exhibition, good keeper, one of the best shaped decorative dahlias in existence, is a rare color and attracts immediate attention wherever seen.....Plants \$1.00
- RADIO. A blending of red and gold, a very large flower good for exhibition, stems hold the flower but are short.....Plants \$5.00
- SIAM. Dec. * A very dark lavender, fine long stems, tall grower and a big attraction in any garden.....Tubers \$2.00
Plants 1.00
- SUSAN COE. P. * A splendid flower of perfect form and size, carried on long stiff wiry stems, the outer petals a pleasing shade of rose pink passing to a yellow center suffused salmon, as the season advances this variety develops from a perfect decorative into a lovely peony dahlia, a very large flower.....Tubers \$2.50
Plants 1.50

SNOWDRIFT. Dec. One of the best white decoratives we have ever seen. A very deep built immense flower, with broad, waxy, pure petals. The blooms open quickly remaining perfect for a week. Fine for exhibition.
Plants \$1.00

SUNBURST. Dec. * When you say Sunburst you have said it all in reference to this dahlia; it would be just as hard to try and describe a sunrise, it is just one of those dahlias that will say 'Good morning' to you when you come into the garden, fine stems, medium in size.
Tubers \$2.00
Plants 1.00

THE EMPEROR. Dec. A maroon dahlia of the finest type, made up of long flat petals, color does not spot under any weather conditions and flower is of enormous size borne on long stiff stems. An exhibition variety of exceptional merit.....Plants \$2.00

THE U. S. A. The color of this exquisite, new mammoth dahlia is a deep orange, that very unusual color so hard to get in a dahlia. The formation as well as the color is so unique that to attempt to describe it accurately would be an impossibility. It is a very free blooming dahlia.....Tubers \$2.50
Plants 1.50

VIOLA D. BRYANT. H. C. A delightful shade of rose pink, very free flowering, medium size and long wiry stems, an ideal cut flower.
Tubers \$2.00
Plants 1.00

VERA KENNEDY. H. C. * Of fine form, medium size flowers of a creamy white ground, the outer petals suffused a delicate flesh pink, very free flowering, ideal for cutting.....Tubers \$1.00
Plants .50

VENUS. Dec. This very lovely variety, large flowers being produced freely on strong stiff stems. While it is most attractive in the garden, its special value is for cut flowers. Considered by many exhibitors and dahlia experts as one of the most meritorious varieties. The color is a soft beautiful shade of creamy white with lavender suffusion. Extra fine grower. Average height 4 feet.....Tubers \$1.50
Plants .75

WORLD'S BEST WHITE. H. Dec. Mr. Murphy claims this is best white, and it certainly is a wonder for bloom, size, stem, quality, everything to be desired; but it shows a decided creamy center. As a bloomer it's the best white, I know.....Plants \$1.50

WILLIAM SLOCOMBE. Dec. A fine large flower carried on stiff stems, well formed, canary yellow shading to a pale lemon towards the centre, fine for cutting.....Tubers \$2.00
Plants 1.00

In reference to green plants, as there has been so much objection to green plants, I will say that I guarantee my plants to be strong and healthy and get to the customer in perfect condition.

I find green plants better than tubers as they are less liable to become diseased than roots, and produce as good flowers, as well as better tubers, which are cleaner and more free from disease. Moisten the soil before removing from the pot, so as not to disturb the roots, cover with soil to first set of leaves and as the plants grow fill in the soil till level with the surface. It is best to set out plants late in afternoon or on a cloudy day, and they should be watered well if no rain follows.

Give them the same care as for tubers. They should be planted about two to three inches deeper than tubers, in order to make new tubers, and again, if cut worms should destroy the top of plant, it will almost always send up new shoots from the joints below the ground.

Oakland, California, May 22, 1923.

Mr. W. F. Jost, East Haven, Conn.

Dear Sir:

The four plants of "Josephine Mendillo" and the two tubers of "Bertha Jost" all received.

You certainly have a clever way of packing green plants. They arrived here in perfect condition. Only a couple of lower leaves had turned yellow and I took them off, but aside from that, the plants were as good as though they had been grown here on our premises. I am glad indeed to have them and am also very pleased to have the two tubers of "Bertha Jost" and I am enclosing my check in payment of same.

Yours very truly,

CARL SALBACH.

University of California, Berkeley, Cal., May 23, 1923.

Mr. W. F. Jost, Grower and Dealer in Dahlias, East Haven, Conn.

Mr. dear Mr. Jost:

Your tubers and green plants have been received, and also the check for their entry.

You will undoubtedly be interested to know that the green plants arrived in excellent condition. I was exceedingly interested in your method of packing. Both the tubers and the plants were very nicely packed.

Yours very sincerely,

C. L. FLINT,

Instructor of Landscape Gardening and Floriculture.

CULTIVATION OF DAHLIAS

Dahlias are easily grown, requiring no special soil or treatment to bring them to perfection. They love an open sunny location but succeed in partial shade. Prepare soil thoroughly by digging 12 to 18 inches deep, possibly in the fall and then again in the spring, before planting.

If the soil is poor, work in some well-rotted stable manure, or artificial fertilizer, but don't overdo this.

Dig holes 3 feet apart and about 6 inches deep; drive a stout stake in each hole, and lay the tuber down flat, with the eyes to the stake, and cover with two or three inches of fine soil, leaving the hole to be filled after the plant comes up.

Plant any time between April 1st and June 15th.

When the plants have made their third set of leaves, cut out the top, to make them branch.

The most important thing from now on is hoeing and cultivating the soil, until the buds appear; then give the beds a good mulching of manure, to keep the ground moist; and water the plants thoroughly once or twice a week.

Disbudding side buds leaving only terminal bud to develop will bring larger blossoms.

Tubers should be stored in a dry cellar or basement, cover them with dry sand or soil to keep from shriveling. Divide the tubers in the spring after the eyes show plainly, being careful that each tuber has an eye, cover them again and keep dry until planted.

Join the American Dahlia Society and receive the quarterly "Bulletin" of the Society, giving all the latest information regarding dahlias, and report of the Trial Grounds. Address for sample copy.

Wm. J. Rathgeber, 198 Norton Street, New Haven, Conn.

